

CITY OF LANSING

GO GREEN! NEWSLETTER



Spotlight on Crutchall Resource Recycling

August 2010



Crutchall Resource Recycling (CRR) began operations in 2007 with the opening of Michigan's first shingle recycling facility in Grand Rapids. In 2008 they opened their site in Lansing, as well as sites in Kalamazoo, Warren and Flint. CRR's mission is to provide convenient collection of tear-off asphalt shingles for the public and roofing industry. These materials are then used to produce recycled asphalt products for the paving industry. The Lansing community has brought over 10,000 tons of shingles to the CRR site to be recycled instead of land-filled. These recycling efforts have resulted in thousands of barrels of oil and tons of aggregates being recaptured and reused to construct new roads, thereby preventing a considerable amount of drilling and mining for virgin materials.

When asked how the Lansing community has embraced recycling shingles, Ellie Kane of CRR said, "People are happy to recycle when they are disposing of an item if the industry makes it affordable and easy to do. The end market is the struggle. Recycling will reach its full potential when we as consumers look first for a recycled product rather than virgin materials." Kane further commented that "it is our challenge to educate the consumer about the opportunity to use shingles in place of virgin asphalt and aggregates."

One metric ton of shingles has nearly the equivalent of 2 barrels of oil and 800 pounds of aggregates. Recycled asphalt shingles are a cost effective ingredient in pavement mixtures and compared to traditional pavements can improve resistance to cracks and ruts. For more information about how your business can take advantage of these recycling services, contact CRR @ (517) 899-1560 (*Lansing Location*).

Rain Barrel and Compost Bin Sale

On Saturday, August 21st from 9am- 3pm, there will be a [Rain Barrel and Compost Bin Sale](#) at the MSU Recycling and Surplus Store parking lot, on MSU campus. Consider investing in a rain barrel to save money and energy. The system collects and stores rainwater from your roof that would otherwise be lost to runoff and diverted to storm drains and streams. A rain barrel saves about 1,300 gallons of water during summer months.

Pollution Prevention Loans and Assistance

Need some help implementing a new pollution prevention measure? The Department of Energy, Labor and Economic Growth (DELEG) can help. DELEG's [Small Business Pollution Prevention \(P2\) Loan program](#) is designed to provide businesses with a low cost funding source to help reduce their environmental impact. The P2 Loan program allows businesses with 500 or fewer full time employees to apply for pollution prevention loans of up to \$400,000 at an interest rate of 5% or less. Projects that qualify for P2 loan funding include those that either eliminate or reduce waste at the business location (source reduction), result in environmentally sound reuse and recycling for the loan applicant's generated wastes, conserve energy or water on-site, or are a qualified agricultural energy production system.

Need help developing a pollution prevention strategy? Check out DELEG's [RETAP](#) program. With over 30 years of experience, they have assisted Michigan businesses and institutions with pollution prevention by providing free, confidential and non regulatory on-site waste reduction assessments.

Look for more opportunities during [Pollution Prevention Week](#) happening this September 20-26!

Your Business Should Care About...



Having Your Voice Heard

Speak up for Small Businesses!

In an effort to improve stormwater management regulations and better protect water quality, the Environmental Protection Agency (EPA) is planning to revise its National Rule for Stormwater Management, which could effect small business operations. To ensure that new regulations do not have a negative economic impact on small businesses, a Small Business Advocacy Review (SBAR) Panel will be formed. The EPA is looking for developers and representatives from small business like yours that own industrial facilities or commercial buildings to participate in the Panel. Participants will be asked to provide input on how EPA can minimize the burden on small businesses of stormwater management. To find out how to nominate yourself to serve on the Panel, visit the [EPA website](#). Nominations must be received by August 2, 2010.

Biodiversity

What Role Does Ecosystem Conservation Play in Your Business?

What is it and why should you care? *Biodiversity* includes all of the world's ecosystems, species and genes. Biodiversity provides us with the food, water, and air that makes life possible. Biodiversity also provides essential services such as recreation, fuel, medicine and more. The current challenge for eco-conscious businesses is to identify which biodiversity services they rely on, determine their impact on these services, and develop a plan for decreasing that impact. To help with the process The Economics of Ecosystems and Biodiversity (TEEB) Report was created by the U.N. Environmental Program. The report looks at the causes of biodiversity loss and ecosystem decline and identifies 7 steps businesses should take to reduce their impact. The report aims to raise awareness of the value of biodiversity and ecosystem services, help develop policies around them and get businesses and citizens involved in the issues. Get a full copy of the report [here](#).



CLIMATE CORNER



Transition to a Cool Roof

To slow the pace of global warming, researchers and policy makers are encouraging the use of lighter colors for rooftops and streets worldwide. Dark, non-reflective surfaces absorb heat from the sun and create a "heat-island" effect, plus a greater need for air conditioning. Lighter surfaces reflect the sun's rays back to outer space, reducing ground-surface temperatures and overall energy requirements. Because of the significant energy savings and emission reductions that result from the use of [cool roofs](#), the Department of Energy (DOE) is aggressively promoting their use. According to DOE Secretary, Steven Chu, "when you're thinking of putting on a new roof, make it white. It costs no more to make it white than to make it black. Cool roofs are one of the quickest and lowest-cost ways we can reduce our global carbon emissions." Cool roofs will not only save you money by reducing your energy costs, but they also make you eligible for rebates through your utility provider's commercial energy efficiency program as well as federal tax incentives. For more information, contact [Superior Services, RSH Inc.](#), a local cool roof installer and Go Green! Business Pledge Member.